

THE INFLUENCE OF PRODUCT PRICE, SERVICE QUALITY, AND LOCATION ON PURCHASING DECISIONS AT SALSABILA MART STORE KARANGANYAR

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Abstract: This study aims to determine the effect of product price, service quality, and location on purchasing decisions at Salsabila Mart Store, Gaum Tasikmadu Karanganyar. This research used a quantitative research method with data collection techniques through distributing questionnaires to consumers of Salsabila Mart Store. The population in this study consisted of 500 consumers, while the research sample was 100 respondents determined using the Slovin formula with a simple random sampling technique. The data analysis methods used included validity test, reliability test, classical assumption test, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) with the assistance of SPSS version 23 application. The results of the study showed that partially, product price had a positive and significant effect on purchasing decisions with a t-value of 25.755 and a significance value of 0.000. Service quality also had a positive and significant effect on purchasing decisions with a t-value of 29.657 and a significance value of 0.000. In addition, location had a positive and significant effect on purchasing decisions with a t-value of 23.576 and a significance value of 0.000. Simultaneously, product price, service quality, and location significantly affected purchasing decisions with an F-value of 3219.681 and a significance value of 0.000. The coefficient of determination (Adjusted R Square) value of 0.990 indicated that the variables of product price, service quality, and location were able to explain purchasing decisions by 99.0%, while the remaining 1.0% was influenced by other variables outside this study.

Keywords: *Product price, Service quality, Location, Purchasing decisions*

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1. Introduction

The development of the retail industry in Indonesia in recent years has shown very rapid growth. This growth has been driven by the increasing population, changes in people's consumption patterns, the advancement of information technology, and economic growth that increasingly encourages trade activities and household consumption. These conditions have caused the retail business to develop not only in the form of modern stores such as minimarkets, supermarkets, and self-service stores, but also to remain dominated by traditional shops spread across various regions. This development has created increasingly intense competition among retail business actors, both in terms of price, service quality, and ease of access for consumers.

Therefore, every business actor is required to create effective marketing strategies in order to retain existing customers while attracting new consumers (Rangkuti, 2015).

In facing increasingly competitive business competition, understanding consumer behavior is very important, especially regarding the factors that influence purchasing decisions. Purchasing decisions are processes that involve various stages starting from problem recognition, information search, evaluation of alternatives, purchase decisions, to post-purchase behavior. Each of these stages is influenced by various internal and external factors that can determine consumer choices toward certain products or stores. Consumer purchasing decisions are generally influenced by perceptions of value, convenience, satisfaction, and the ability of companies to meet consumer expectations in the purchasing process (Solomon, 2020). Therefore, understanding consumer purchasing behavior becomes an important foundation for retail businesses in formulating effective marketing strategies and maintaining competitiveness in the market.

One of the main factors influencing purchasing decisions is product price. Price is the amount of value that consumers must pay to obtain a product or service. In the context of retail business, price is a highly sensitive factor because consumers tend to compare prices between stores before making purchases. Consumers generally choose products with prices considered appropriate to the quality and benefits received. Therefore, setting competitive prices becomes an important strategy in increasing consumer buying interest and maintaining business competitiveness (Kotler & Armstrong, 2021). Previous studies also revealed that price has a significant influence on consumer purchasing decisions because consumers tend to prioritize affordable and competitive prices when selecting retail stores (Kosamah et al., 2022; Novrianda et al., 2024). In addition, appropriate pricing strategies can increase consumers' perceived value and strengthen customer trust toward retail businesses (Ambarwati & Mathori, 2024). Thus, product price becomes one of the determining factors in influencing purchasing decisions in the retail sector.

In addition to price, service quality is also an important factor influencing consumer purchasing decisions. Service quality reflects a company's ability to provide satisfying services through friendliness, accuracy, speed, and comfort to customers. In retail businesses, direct interaction between employees and consumers becomes one of the main factors in creating a positive shopping experience. Good service can increase customer satisfaction, build loyalty, and encourage consumers to make repeat purchases. On the other hand, poor service can cause consumers to switch to competitors. According to service marketing theory, good service quality can improve the perceived value felt by consumers so that consumers are willing to pay more because they obtain comfort and satisfaction in the purchasing process (Zeithaml et al., 2021). Recent studies also confirmed that service quality significantly affects consumer purchasing decisions and customer loyalty in retail businesses because consumers tend to revisit stores that provide satisfying service experiences (Dam & Dam, 2021; Rante et al., 2024). Therefore, service quality becomes one of the important aspects in increasing consumer purchasing decisions and maintaining the sustainability of retail businesses in competitive market conditions.

Another factor influencing purchasing decisions is business location. Location is the place where a company conducts its operational activities and becomes an important factor in providing easy access for consumers. A strategic location can increase convenience, time efficiency, and ease for consumers in obtaining the products they need. In addition, *Retailing Management* explains that a strategic location provides added value for consumers through convenience and efficiency, thereby increasing the number of visits and sales volume (Levy &

Weitz, 2012). Therefore, selecting the right location becomes one of the important strategies in the retail business.

Various previous studies indicate that product price, service quality, and location are significant factors influencing consumer purchasing decisions, both partially and simultaneously. In the retail business sector, consumers tend to consider affordable prices, excellent service, and strategic business locations before making purchasing decisions. Several empirical studies confirmed that price, service quality, and location positively affect purchasing decisions in retail and minimarket businesses (Kosamah et al., 2022; Novrianda et al., 2024; Rante et al., 2024). Therefore, the sustainability and competitiveness of retail businesses are highly dependent on the company's ability to manage these three aspects effectively and consistently amid increasingly competitive market conditions.

Salsabila Mart Store, located in Gaum, Tasikmadu, Karanganyar, is one of the retail businesses serving the daily needs of the surrounding community. In operating its business, Salsabila Mart Store faces intense competition from modern retail franchises such as Indomaret and Alfamart, as well as other local traditional stores. This competitive condition creates an urgent challenge for local retail businesses to maintain customer loyalty and purchasing interest. If retail businesses fail to provide competitive prices, satisfactory service quality, and accessible business locations, consumers may shift to competing stores that offer better value and convenience. In the current retail competition era, purchasing decisions are not only determined by product availability but also by consumers' perceptions of price fairness, service experience, and shopping accessibility. Consequently, understanding the factors influencing purchasing decisions becomes increasingly important as a strategic basis for improving retail business performance and sustainability.

However, in practice, several problems still potentially influence consumer purchasing decisions at Salsabila Mart Store, such as price perceptions that are not yet fully competitive compared to modern minimarkets, service quality that is not consistently optimal, and the utilization of the store location that has not been maximized in attracting broader consumer attention. These conditions may reduce consumer interest in making repeat purchases and potentially affect sales performance. Previous studies also mostly examined product price, service quality, and location separately or only focused on one or two dominant variables within large-scale retail contexts. Very few studies have comprehensively integrated these three variables simultaneously within the context of small-scale local retail businesses directly competing with modern franchise retailers in suburban areas. Therefore, this study attempts to fill the existing research gap by examining the simultaneous influence of product price, service quality, and location on purchasing decisions at Salsabila Mart Store Karanganyar.

The novelty of this study lies in several important aspects. First, this research specifically focuses on a local independent retail store operating in a suburban regional market and directly competing with modern franchise minimarkets, which differs from previous studies predominantly conducted in large-scale or franchise-based retail businesses. Second, this study integrates product price, service quality, and location simultaneously in explaining purchasing decisions within the context of local community-based retail competition. Third, this research provides empirical evidence regarding the survival strategy of local retail businesses in maintaining competitiveness amid the expansion of modern franchise retail businesses in regional Indonesian markets. Therefore, this study not only contributes to the development of consumer behavior and retail marketing literature but also offers contextual insights into purchasing decision behavior within local retail business environments that possess different characteristics from modern franchise retail systems.

Furthermore, this study contributes theoretically by enriching empirical literature related to purchasing decisions in local retail business competition, particularly in developing regional markets. Practically, the findings of this research are expected to provide managerial recommendations for Salsabila Mart Store in formulating more effective pricing strategies, improving service quality consistency, and optimizing location advantages to enhance purchasing decisions, customer loyalty, and retail business competitiveness.

2. Literature Review

Product Price

According to Philip Kotler & Keller, (2021), price is the amount of money charged for a product or service, or the amount of value exchanged by consumers to obtain the benefits of owning or using the product. Meanwhile, according to Fandy Tjiptono, (2019), price is a monetary unit or another measure (including other goods and services) exchanged in order to obtain ownership rights or the use of a product or service. Based on these definitions, it can be concluded that price is the value that must be paid by consumers to obtain the benefits of a product or service.

Service Quality

Service quality is a measure of how well the level of service provided is able to meet customer expectations. Service quality is usually realized through fulfilling customer needs and desires as well as accuracy in delivery to match customer expectations (Kotler & Keller, 2021). Meanwhile, according to Faradila & Soeliha, (2022), service quality is an effort made by a company in offering products and services in every transaction activity until they reach consumers by providing the expectations and needs desired by consumers. According to Yani & Sugiyanto, (2022), service quality is the suitability between the services provided by the company and those expected by consumers. From these explanations, it can be concluded that service quality is the process of fulfilling consumer expectations with the reality experienced during the transaction process.

Location

Location is the place where a business carries out operational activities to provide services to consumers. According to Lupiyoadi, (2018), location is a strategic point related to accessibility, visibility, traffic, and the surrounding environment that can influence consumer decisions in making purchases. An appropriate business location will attract more visitors and increase sales potential.

Purchasing Decision

Purchasing decision is one of the important concepts in consumer behavior that describes consumer actions in selecting and purchasing a product or service from various available alternatives. According to Kotler & Armstrong, (2021), purchasing decision is the stage in the decision-making process where consumers actually purchase a product after evaluating various alternative choices. Meanwhile, according to Tjiptono, (2020), purchasing decision is the process in which consumers recognize needs, seek information, evaluate alternatives, and finally decide to purchase a product. Based on these definitions, it can be concluded that a purchasing decision is the final result of the consumer consideration process before purchasing a product or service.

3. Research Method

This study uses a quantitative approach with the aim of analyzing the influence of product price, service quality, and location on consumer purchasing decisions at Salsabila Mart Store,

Gaum Tasikmadu Karanganyar. The population of this study consisted of 500 consumers who shop at the store each month. The sample size was determined using the Slovin formula with an error rate of 9%, resulting in 100 respondents as the research sample. The sampling technique used was simple random sampling, where each member of the population had an equal opportunity to be selected as a respondent (Sugiyono, 2022).

The data used in this study consisted of primary data and secondary data. Primary data were obtained through the distribution of questionnaires to consumers of Salsabila Mart Store, while secondary data were obtained from supporting company documents and reports. Data collection was carried out using a questionnaire method with a five-point Likert scale to measure respondents' perceptions of product price, service quality, location, and purchasing decisions variables (Sugiyono, 2019).

The independent variables in this study include product price (X1), service quality (X2), and location (X3), while the dependent variable is purchasing decision (Y). The product price variable was measured using four indicators consisting of price affordability, price suitability with product quality, price competitiveness compared to competitors, and price suitability with perceived benefits (Kotler & Armstrong, 2021). These indicators reflect consumers' evaluations regarding the fairness and attractiveness of product prices offered by the store.

Service quality was measured using the SERVQUAL dimensions developed by Parasuraman, Zeithaml, and Berry, which include tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical appearance of the store and employees; reliability relates to the consistency and accuracy of services; responsiveness reflects employees' willingness to assist consumers quickly; assurance refers to employee competence and trustworthiness; and empathy relates to personalized attention given to customers. These dimensions are widely used in retail marketing studies to evaluate customer perceptions of service quality (Dam & Dam, 2021).

Meanwhile, the location variable was measured using indicators including accessibility, visibility, environmental security, traffic density, parking availability, and proximity to residential areas. Accessibility refers to the ease of reaching the store location, visibility concerns how easily the store can be seen by consumers, environmental security relates to customer safety while shopping, traffic density reflects transportation convenience, parking availability refers to the adequacy of parking space, and proximity to residential areas indicates the strategic closeness of the store to consumers' living areas (Tjiptono, 2020)

The purchasing decision variable was measured through indicators consisting of purchase confidence, purchasing habits, willingness to recommend the store to others, and repeat purchases. Purchase confidence refers to consumers' certainty in choosing products, purchasing habits indicate routine shopping behavior, recommendations to others reflect customer satisfaction and positive word-of-mouth, while repeat purchases indicate customer loyalty and intention to repurchase products from the store (Kotler & Keller, 2021).

Data analysis was conducted using multiple linear regression analysis to test the influence of independent variables on purchasing decisions. Before hypothesis testing was carried out, the research instruments were tested using validity and reliability tests to ensure the accuracy and consistency of the questionnaire items. Furthermore, classical assumption tests were conducted, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests to ensure that the regression model met statistical requirements. Hypothesis testing was conducted through the t-test to determine partial effects, the F-test to determine simultaneous effects, and the coefficient of determination (R^2) to measure the ability of independent variables in explaining the dependent variable (Ghozali, 2018). Multiple linear regression analysis is

widely applied in consumer behavior and retail marketing research because it effectively explains the influence of several independent variables on purchasing decisions simultaneously (Hair et al., 2021).

4. Result and Discussion

4.1. Result

This study involved 100 consumer respondents of Salsabila Mart Store Karanganyar. Based on the respondent characteristics, the majority of respondents were female, accounting for 65%, while male respondents accounted for 35%. The respondents were dominated by the 30–40 years age group at 41%, indicating that the main consumers belong to the productive age group. In terms of educational background, most respondents had a senior high school education level (SLTA) at 58%, followed by bachelor’s degree (S1) holders at 19%.

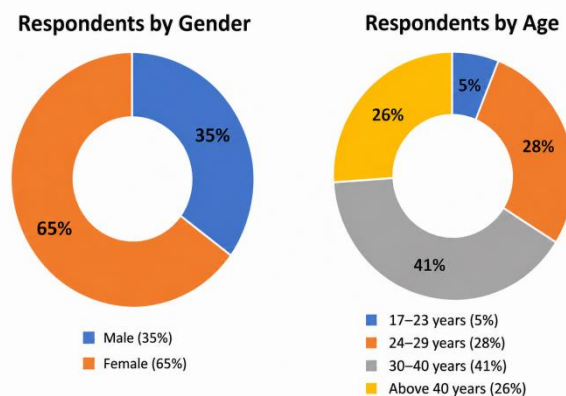


Figure 1. Respondent Characteristics

The instrument test results showed that all statement items on the variables of product price, service quality, location, and purchasing decisions were declared valid because the calculated r-value was greater than the r-table value (0.1654) and the significance value was less than 0.05. In addition, all variables were also considered reliable with Cronbach’s Alpha values greater than 0.600, indicating that the questionnaire was appropriate for use in this study. In the classical assumption test, the research data were declared to be normally distributed based on the Kolmogorov–Smirnov test and the Normal P–P Plot graph.

Table 1. Results of the Data Normality Test

One-Sample Kolmogorov-Smirnov Test	
Asymp.Sig. (2-tailed)	0,000 ^c

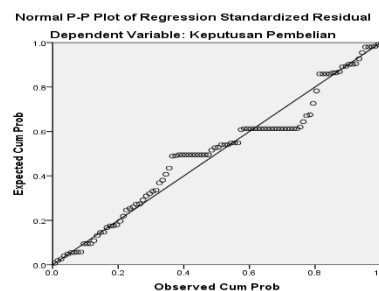


Figure 2. Normal P-P Plot

The multicollinearity test results showed that the VIF values of all variables were less than 10, indicating that there was no multicollinearity among the independent variables. This means that the regression model used in this study met the multicollinearity assumption. The results can be seen in the table below:

Table 2. Results of the Multicollinearity Test:

Model	Tolerance	VIF	Description
1 X ₁	0,525	1,906	Free from Multicollinearity
X ₂	0,462	2,166	Free from Multicollinearity
X ₃	0,503	1,989	Free from Multicollinearity

If the Variance Inflation Factor (VIF) value is less than 10, then the model is considered free from multicollinearity. The results of the VIF calculation showed that none of the independent variables had a VIF value greater than 10. Therefore, it can be concluded that there was no multicollinearity among the independent variables in the regression model.

Table 3. Results of the Heteroscedasticity Test

Model	Tolerance	Sig.	Description
1 X ₁	0,707	0,471	Free from Heteroscedasticity
X ₂	0,668	0,216	Free from Heteroscedasticity
X ₃	0,666	0,054	Free from Heteroscedasticity

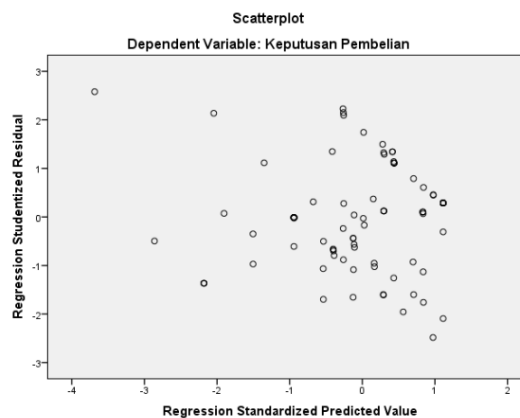


Figure 3. Results of the Scatterplot Heteroscedasticity Test

Based on the SPSS output displayed in Figure 3, it can be seen that when the points are randomly distributed without forming a specific pattern above or below the line or value of 0, the regression model does not exhibit symptoms of heteroscedasticity. In addition, Table 3 shows that none of the independent variables statistically affected the Absolute residual value significantly. This can be seen from the significance probability values, which were above the 5% confidence level or 0.05. Therefore, it can be concluded that the regression model did not contain heteroscedasticity problems.

Table 4. Results of the Autocorrelation Test
 Model Summary^b

Model	Durbin-Watson
1	2,149

Based on Table 4, it can be explained that the calculated Durbin–Watson (DW) value was 2.149. To determine whether autocorrelation exists, the DW value was compared with the lower limit (dL) and upper limit (dU) values from the Durbin–Watson table. In this case, the following values were obtained:

1. dU = 1.7364
2. dL = 1.6131
3. DW = 2.149
4. k = 3
5. 4 – dU = 2.2636
6. n = 100

Since the DW value lies between dU and 4 – dU, namely $1.7364 < 2.149 < 2.2636$. Then, according to the Durbin–Watson test criteria, it can be concluded that there was no autocorrelation, either positive or negative, in the regression model. In other words, the residuals of the model were not correlated over time, so the classical assumption regarding the absence of autocorrelation was fulfilled and the model could be considered more reliable.

Table 5. Results of the Multiple Linear Regression Test

Koef	Untandardized Coefficients	Sig.
Harga Produk (X ₁)	2,269	0,000
Kualitas Layanan (X ₂)	2,344	0,000
Lokasi (X ₃)	2,287	0,000

Based on Table 5 above, it can be seen that the results of the multiple linear regression analysis indicate that product price, service quality, and location have a positive and significant effect on purchasing decisions. The service quality variable has the most dominant influence with a regression coefficient of 2.344, followed by location with 2.287 and product price with 2.269.

Table 6. F-Test Results
 ANOVA^a

Model	F	Sig.
1 Regression	3219,681	0,000 ^b
Residual		
Total		

Based on Table 6, it can be observed that the F-test result shows an F-calculated value of 3219.681 and an F-table value of 3.091, where the F-calculated value is greater than the F-table value ($3219.681 > 3.091$). On the other hand, the significance value is 0.000, where the

significance value is smaller than 0.05 ($0.000 < 0.05$). Therefore, it can be concluded that this model is appropriate and feasible to be used in this study. Meanwhile, the results of the t-test indicate that all independent variables have a partially significant effect on purchasing decisions, with each significance value being $0.000 < 0.05$.

Table 7. Partial Test (t-Test) Results

Model	t	Sig.
	B	Std. Error
Product Price	25,755	0,000
Service Quality	29,657	0,000
Location	23,576	0,000

Table 8. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0,995 ^a	0,990	0,990	1,69964

Based on Table 8 above, the coefficient of determination value (Adjusted R²) of 0.990 indicates that the variables of product price, service quality, and location are able to explain purchasing decisions by 99.0%, while the remaining 1.0% is influenced by other factors outside this study. Therefore, it can be concluded that product price, service quality, and location are important factors influencing consumers' purchasing decisions at Salsabila Mart Store Karanganyar.

4.2. Discussion

The Influence of Product Price on Purchase Decisions

Based on the results of the partial test (t-test), the product price variable obtained a t-value of 25.755 with a significance level of 0.000. The significance value is smaller than 0.05, and the calculated t-value is greater than the t-table value of 3.090. Therefore, it can be concluded that product price has a positive and significant effect on purchasing decisions at Salsabila Mart Store Karanganyar. The results of this study indicate that price is one of the important factors considered by consumers before making a purchase. Consumers tend to choose stores that offer affordable prices, prices that match product quality, and prices that are competitive compared to other stores. The better the pricing strategy implemented by Salsabila Mart Store, the higher the consumers' purchasing decisions will be. The findings of this study are not in line with the research conducted by Ambarwati & Mathori, (2024), which stated that product price does not have a significant effect on purchasing decisions.

The Influence of Service Quality on Purchase Decisions

Based on the results of the partial test (t-test), the service quality variable obtained a t-value of 29.657 with a significance level of 0.000. Since the significance value is smaller than 0.05 and the calculated t-value is greater than the t-table value of 3.090, it can be concluded that service quality has a positive and significant effect on purchasing decisions at Salsabila Mart Store Karanganyar. Consumers generally consider not only product prices but also the quality of service they receive during the purchasing process. When consumers feel well served, they develop a sense of comfort and trust that encourages them to make repeat purchases at Salsabila Mart Store Karanganyar. The findings of this study are consistent with

the research conducted by Sari et al., (2024), which stated that service quality has a positive and significant effect on consumer purchasing decisions.

The Influence of Location on Purchase Decisions

Based on the results of the partial test (t-test), the location variable obtained a t-value of 23.576 with a significance level of 0.000. The significance value is smaller than 0.05, and the calculated t-value is greater than the t-table value of 3.090. Therefore, it can be concluded that location has a positive and significant effect on purchasing decisions at Salsabila Mart Store Karanganyar. The results of this study indicate that a strategic business location can improve consumer purchasing decisions. The location of Salsabila Mart Store, which is easily accessible, safe, comfortable, and close to residential areas, is one of the reasons consumers choose to shop at the store. The findings of this study are in line with the research conducted by Berliani et al., (2026), which stated that location has a positive and significant effect on consumer purchasing decisions.

5. Conclusion

Based on the results of the research and discussion regarding the influence of product price, service quality, and location on purchasing decisions at Salsabila Mart Store Karanganyar, it can be concluded that these three variables have a positive and significant effect on consumers' purchasing decisions. The product price variable was proven to have a positive and significant effect on purchasing decisions. These results indicate that the better, more affordable, and more appropriate the product prices are in relation to the benefits received by consumers, the higher the consumers' purchasing decisions will be. In addition, the service quality variable also has a positive and significant effect on purchasing decisions at Salsabila Mart Store Karanganyar. Therefore, friendly, fast, accurate, and consumer-oriented service can improve consumers' purchasing decisions at Salsabila Mart Store Karanganyar. Furthermore, the location variable was also proven to have a positive and significant effect on purchasing decisions. A strategic store location that is easily accessible, safe, and comfortable provides convenience for consumers in making purchases, thereby increasing consumers' interest and purchasing decisions at Salsabila Mart Store Karanganyar.

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